

## BASKIN-ROBBINS INTRODUCES NEW SOFT SERVE WAFFLE CHIP DIPPERS™ - THINK NACHOS, ONLY Â“COOLERÂ”

CANTON, Mass. (Sept. 4, 2012) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, today introduced an inventive new way to enjoy its delicious vanilla Soft Serve with the launch of Waffle Chip Dippers™. This new treat features Baskin-Robbins' smooth and creamy vanilla Soft Serve drizzled with chocolate syrup and topped with M&M's and Snickers pieces, all accompanied with six hand-cut, triangle-shaped waffle and brownie chip pieces that are ready for dipping. Waffle Chip Dippers are available through the end of September at participating Baskin-Robbins shops nationwide for a suggested retail price of \$2.99.

“We're excited to share our latest product innovation, Waffle Chip Dippers, with our guests across the country,” said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Innovation at Dunkin' Brands. “From our fanciful ice cream Cake Bites to our wide range of custom ice cream cakes, we're always working to create delicious and imaginative frozen desserts to delight our guests. With Waffle Chip Dippers, we've now taken a popular treat – vanilla Soft Serve – and reimagined it in a way that's unique and really fun to eat.”

So are guests up to the challenge of a sweet chips and dip combo? Will consumers embrace eating with their hands? According to an independent survey of 1,004 Americans commissioned by Baskin-Robbins, the answer is “Yes!” One third (33%) of Americans chose chips and dip as the easiest finger food to eat – over mini sandwiches (22%) and chicken wings (20%) among other finger foods. Other notable findings include:

- To double dip or not to double dip? About four in 10 (39%) Americans admitted to double dipping – the act of re-dipping a previously bitten chip or vegetable into a dip – at least some of the time, if not always. No need to worry about this foodie faux pas with new Waffle Chip Dippers, though, as they are perfectly portioned for one.
- Savory as sweet? When asked to select the savory dish they'd most like to try re-created as a dessert, nearly one in five (19%) chose chips and dip. Only pizza was chosen by more Americans (38%).
- What comes first, the ice cream or the waffle cone? In strategizing how to eat ice cream in a waffle cone, most (60%) Americans eat the ice cream first. However, in true “chips and dip fashion,” about one in four (23%) alternate between eating the ice cream and the cone.

For more information about Baskin-Robbins and its wide range of ice cream flavors and frozen treats, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com) or follow us on Facebook ([www.facebook.com/BaskinRobbins](http://www.facebook.com/BaskinRobbins)) or on Twitter ([www.twitter.com/BaskinRobbins](http://www.twitter.com/BaskinRobbins)).

### About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31st annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream and soft serve, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at nearly 7,000 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. For the full-year 2011, Baskin-Robbins' shops had global franchisee-reported sales of approximately \$1.8 billion. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For further information, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com).

### Survey Methodology

Weekly online omnibus survey of 1,004 respondents aged 18+ and living in the continental U.S. fielded August 24 - August 26, 2012 by GfK Custom Research North America. The margin of error for this survey is +/-3 percentage points.

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